

## Message Text

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PAGE 01 AMSTER 00190 121143Z

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ACTION EUR-12

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R 121015Z MAR 75  
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TO USDOC WASHDC  
INFO SECSTATE WASHDC 2464  
AMEMBASSY LONDON  
AMEMBASSY THE HAGUE  
AMCONGEN ROTTERDAM

UNCLAS AMSTERDAM 190

E.O. 11652: N/A

TAGS: BEXP, NL, UK

SUBJECT: CHARTER FLIGHT PROMOTION - AUTOMATED BUSINESS EQUIPMENT  
SHOW, LONDON TC, FEBRUARY 25.

REF: LONDON 3294

1. SEVENTEENTH CHARTER FLIGHT PROMOTION COMPLETED FEBRUARY 25 WITH DELIVERY OF 40 DUTCH PROSPECTS TO SUBJECT SHOW. FIVE ADDITIONAL PROSPECTS BOOKED INDIVIDUAL TRAVEL. THIS BROUGHT TOTAL DUTCH PROSPECTS DELIVERED BY NETHERLANDS POSTS TO US SHOWS IN EUROPE AND USA TO 872 SINCE THE INCEPTION OF THE PROGRAM.

2. FOLLOWING THE SHOW US TC LONDON INFORMED US THAT TWO EXHIBITORS REPORTED THEY HAD SIGNED DUTCH AGENTS (QUINDATA, RAMSGATE INC.) AND THAT THE FOLLOWING SEVEN PARTICIPANTS ARE NEGOTIATING WITH DUTCH COMPANIES FOR SALES REPRESENTATION: ADMASTER CORP., ADVANCED TERMINALS, BLU-RAY INC., CPT CORP., LITTON INDUSTRIES, MYLEE DIGITAL SCIENCES, STENOGRAPHIC MACHINES INC., FOR A TOTAL OF NINE EXPREPS. IDENTIFICATION FOREGOING FIRMS SHOULD NOT BE PUBLICIZED WITHOUT PRIOR LONDON TC CLEARANCE.

WHILE NO SALES FIGURES WERE AVAILABLE, AN ADDITIONAL NINE PARTICIPANTS INDICATED DEFINITE DIRECT SALES PROSPECTS WITH DUTCH FIRMS IN OUR GROUP. THUS, HALF OF THE 36 PARTICIPATING FIRMS HAVE EXPECTATIONS OF DOING BUSINESS IN THE NETHERLANDS AS A  
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RESULT OF THE PROMOTION.

3. SUPPORT AND ASSISTANCE TO PROJECT BY TRADE CENTER STAFF, AND ESPECIALLY JOHN RILEY, WAS OUTSTANDING.

4. PROMOTION WAS ORGANIZED BY POST IN COOPERATION WITH AMEXCO. TECHNIQUES INCLUDED: SECURING FREE PUBLICITY IN THE FEBRUARY EDITION OF THE LEADING DUTCH EDP TRADE JOURNAL - A UNIVERSE MAILING OF SOME 1300 CIRCULARS, PRINTED BY USIS, AT A POSTAGE COST OF GUILDERS 600 - A FOLLOW-UP TELEPHONE SOLICITATION OF SOME 700 CALLS AT AN ESTIMATED COST OF GUILDERS 300. STAFF INPUT IS ESTIMATED AT ABOUT 300 MAN HOURS.

5. A DELAYED TAKEOFF FOR LONDON DUE TO FOG AT GATWICK AIRPORT RESULTED IN THE GROUP SPENDING ONLY FOUR HOURS AT THE SHOW.

6. WHILE POST ESCORTS CANVASSED THE GROUP ON THE RETURN FLIGHT TO ASSESS RESULTS, NO SUBSTANTIVE INFORMATION WAS DISCLOSED. THIS CONFIRMS OUR EXPERIENCE THAT WE MUST RELY ON THE GOOD OFFICES OF TRADE CENTER AND FAIR STAFFS TO OBTAIN THE RESULTS DATA WE NEED IN ORDER TO MEASURE THE EFFECTIVENESS OF OUR REGIONAL FOREIGN BUYERS GROUP PROGRAM.

DAVIT

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